



Cobb County...Expect the Best!

FY2024, FY2025, and FY2026

**DISADVANTAGED BUSINESS ENTERPRISE
PROGRAM METHODOLOGY**

for

Cobb County Department of Transportation

Transit Division

MARIETTA, GEORGIA

July 11, 2023



Methodology for establishing the FY 2024 – FY 2026 overall Disadvantaged Business Enterprise (DBE) goal for the Cobb County Department of Transportation (Marietta, GA)

In fulfillment of the requirements of 49 CFR 26.45, Cobb County has developed a proposed overall goal for DBE participation in FY2024-FY2026 federal-assisted contracts. The methodology used to establish the goal is described below.

I. Detailed Methodology: Specific Steps

A. Amount of Goal

United States Department of Transportation (USDOT) DBE regulations (49 CFR 26.45) require the establishment of an overall goal based on demonstrable evidence of the availability of ready, willing, and able DBEs relative to all businesses who are ready, willing, and able to participate on USDOT-assisted contracts. This process begins by determining a base figure for the relative availability of DBEs and then, based on evidence, determining whether the base figure requires adjustments to arrive at the overall goal. Cobb DOT's goal setting methodology complies with these regulations. The goal must reflect Cobb DOT's determination of the expected level of DBE participation absent the effects of discrimination. Cobb DOT does not rely on a national goal, their previous overall goal or past DBE participation rates in their program without reference to the relative availability of DBEs in the Atlanta Metropolitan Statistical Area (MSA). The 29 counties considered part of the Atlanta MSA are listed below in Table 1.

TABLE 1: Twenty-nine (29) Counties in the Atlanta – Sandy Springs- Alpharetta, GA Metropolitan Statistical Area:

Construction Services, Wholesale Services and Other Services		
Barrow	Douglas	Meriwether
Bartow	Fayette	Morgan
Butts	Forsyth	Newton
Carroll	Fulton	Paulding
Cherokee	Gwinnett	Pickens
Clayton	Haralson	Pike
Cobb	Heard	Rockdale
Coweta	Henry	Spalding
Dawson	Jasper	Walton
Dekalb	Lamar	

SOURCE: Metro Atlanta Chamber (<https://www.metroatlantachamber.com/about-the-chamber/resources-data/>)

The industries that will be used for FY 2024 – FY 2026 federally-funded projects have been divided into three categories - Construction, Software, and Professional Services. To determine the total number of ready, willing, and able DBEs available in the Atlanta MSA that perform work in these three prime procurement areas, the sum of the number of DBEs in each category was divided by the number of all businesses to derive a base figure for the relative availability of DBEs in Cobb DOT's market.

B. Determination of the Market Area of the study

The NAICS codes were applied to the forecasted FY 2024 – FY 2026 federally-funded projects. The list of NAICS codes and the 2020 U. S. Census Bureau were used to obtain the number of businesses in the Atlanta Metropolitan Statistical Area. The Georgia Department of Transportation (GDOT) Unified Certification Program (UCP) was used to obtain the number of DBEs in the identified NAICS codes. The number of DBEs was then divided by the total number of all businesses. The result is the base figure for the DBE goal calculation.

C. Determination of Relevant NAICS codes

The NAICS codes used in the DBE goal calculation for FY 2024 – FY 2026 DOT-assisted projects are listed below in Table 2.

TABLE 2: Projects, Activities and Relevant NAICS Codes by Fiscal Year:

FY 2024		
PROJECT	NAICS TITLE	NAICS CODE
Software, Support Vehicles & Security	* Automobile and Other Motor Vehicle Merchant Wholesalers	423110 423120
* Breeze Maintenance	* Motor Vehicle Supplies and New Parts Merchant Wholesalers	423420 423430
* Project View Maintenance	* Office Equipment Merchant Wholesalers	423490
* Safety Management System/PTASP Software	* Computer and computer Peripheral Equipment and Software Merchant Wholesalers	423690 449210
* Non-Revenue Support Vehicles - Five supervisor vehicles and other admin support	* Other Professional Equipment and Supplies Merchant Wholesalers	485113 485999
* Purchase of one service vehicle for maintenance (HERO truck)	* Other Electronic Parts and Equipment Merchant Wholesalers	541511 518210
* Maintenance Shop Tug (a battery-powered and pedestrian-operated machine used to move heavy loads on wheels)	* Electronics and Appliance Retailers	541512
* Procure Trapeze software for in-house utilization	* Bus and Other Motor Vehicle Transit Systems	541513
* Automated Vehicle Locator System - procure a new vendor for AVL services and equipment	* All Other Transit and Ground Passenger Transportation	541519
* Automated Vehicle Locator Maintenance	* Custom Computer Programming Services	
* Breeze Fare Collection Migration	* Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	
* Mobile Ticketing System	* Computer Systems Design Services	
* Dispatch Command Center Video Wall	* Computer Facilities Management Services	
	* Other Computer Related Services	

Construction, Replacements, Rehabs & Renovations * Bus shelter replacement program * ADA Sidewalk Transit Upgrades * Electronic destination signage at MTC and CTC - Phase I * FY 2024 - General Pavement Repairs * West Atlanta Trail	* Commercial and Institutional Building Construction * Highway, Street and Bridge Construction * Other Heavy and Civil Engineering Construction * Electrical Contractors and Other Wiring Installation Contractors	236220 237310 237990 238210
Professional Services, Planning Studies & Equipment Maintenance/Repairs * Third Party Operator Services * Groundskeeping * Bus Stop Maintenance and Cleaning * Automated Toilet Cleaning * Rollup Door Maintenance * Fleet Assessment Consultant - FY23/24 * On-demand Services Review for Disabled and Seniors	* Other Support Activities for Road Transportation * Administrative Management and General Management Consulting Services * Process, Physical Distribution and Logistics Consulting Services * Landscaping Services * Other Services to Buildings and Dwellings	488490 541611 541614 561730 561790

FY 2025		
PROJECT	NAICS TITLE	NAICS CODE
Software, Support Vehicles & Security * Breeze Maintenance * Project View Maintenance * Automated Vehicle Locator System - procure a new vendor for AVL services and equipment * Automated Vehicle Locator Maintenance * Non-Revenue Support Vehicles - 2016 Ford F450 and a 2016 Ford F150 * Non-Revenue Support Vehicles - 4 Transit Connects * Replace 10 - 2016 Champion Cutaways * Replace 8 MCI Motor coaches rehabbed in 2022	* Automobile and Other Motor Vehicle Merchant Wholesalers * Motor Vehicle Supplies and New Parts Merchant Wholesalers * Office Equipment Merchant Wholesalers * Computer and computer Peripheral Equipment and Software Merchant Wholesalers * Other Professional Equipment and Supplies Merchant Wholesalers * Other Electronic Parts and Equipment Merchant Wholesalers * Electronics and Appliance Retailers * Bus and Other Motor Vehicle Transit Systems * All Other Transit and Ground Passenger Transportation * Custom Computer Programming Services * Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services * Computer Systems Design Services * Computer Facilities Management Services * Other Computer Related Services	423110 423120 423420 423430 423490 423690 449210 485113 485999 541511 518210 541512 541513 541519

Construction, Replacements, Rehabs & Renovations * Bus shelter replacement program * ADA Sidewalk Transit Upgrades * FY 2024 - General Pavement Repairs * Electronic signage - Phase II - Bus Shelters	* Commercial and Institutional Building Construction * Highway, Street and Bridge Construction * Other Heavy and Civil Engineering Construction * Electrical Contractors and Other Wiring Installation Contractors	236220 237310 237990 238210
Professional Services, Planning Studies & Maintenance/Repairs * Third Party Operator Services * Groundskeeping * Bus Stop Maintenance and Cleaning * Automated Toilet Cleaning * Rollup Door Maintenance * Fleet Assessment Consultant - FY23/24	* Other Support Activities for Road Transportation * Administrative Management and General Management Consulting Services * Process, Physical Distribution and Logistics Consulting Services * Landscaping Services * Other Services to Buildings and Dwellings	488490 541611 541614 561730 561790

FY 2026		
PROJECT	NAICS TITLE	NAICS CODE
Software, Support Vehicles & Security * Breeze Maintenance * Project View Maintenance * Automated Vehicle Locator System * Replace 8 MCI Motor coaches rehabbed in 2023	* Automobile and Other Motor Vehicle Merchant Wholesalers * Motor Vehicle Supplies and New Parts Merchant Wholesalers * Office Equipment Merchant Wholesalers * Computer and computer Peripheral Equipment and Software Merchant Wholesalers * Other Professional Equipment and Supplies Merchant Wholesalers * Other Electronic Parts and Equipment Merchant Wholesalers * Electronics and Appliance Retailers * Bus and Other Motor Vehicle Transit Systems * All Other Transit and Ground Passenger Transportation * Custom Computer Programming Services * Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services * Computer Systems Design Services * Computer Facilities Management Services * Other Computer Related Services	423110 423120 423420 423430 423490 423690 449210 485113 485999 541511 518210 541512 541513 541519
Construction, Replacements, Rehabs & Renovations * Bus shelter replacement program * ADA Sidewalk Transit Upgrades * FY 2024 - General Pavement Repairs	* Commercial and Institutional Building Construction * Highway, Street and Bridge Construction * Other Heavy and Civil Engineering Construction * Electrical Contractors and Other Wiring Installation Contractors	236220 237310 237990 238210

Professional Services, Planning Studies & Maintenance/Repairs	* Other Support Activities for Road Transportation	488490
* Third Party Operator Services	* Administrative Management and General Management Consulting Services	541611
* Groundskeeping	* Process, Physical Distribution and Logistics Consulting Services	541614
* Bus Stop Maintenance and Cleaning	* Landscaping Services	561730
* Automated Toilet Cleaning	* Other Services to Buildings and Dwellings	561790
* Rollup Door Maintenance		
* Automated Vehicle Locator Maintenance		
* Fleet Assessment Consultant - FY23/24		

D. Determination of Comparable DBEs in Market Area Compared to all Businesses

Data from the 2020 U. S. Census were used to determine the total number of businesses per project category as filtered by each county in the Atlanta MSA. The GDOT UCP directory was used to determine the total number of certified DBEs per project category as filtered by the above NAICS codes in every county of the Atlanta MSA.

BUSINESSES	# OF BUSINESSES	# OF CERTIFIED DBE'S
Software	8,349	118
Construction	12,519	137
Professional Services	23,484	291
TOTAL	44,352	546

SOURCES:

1. 2020 U.S. Census Bureau
2. GDOT/MARTA Unified Certification Program DBE Directory

E. Total Estimated Project Costs and the Base Figure Calculations:

FISCAL YEAR	ESTIMATED PROJECT COSTS
FY 2024	\$41,518,358
FY 2025	\$48,866,552
FY 2026	\$13,326,808
TOTAL	\$103,711,718

The goal setting calculations begin with determining a base figure for the relative availability of DBEs using the GDOT UCP Directory and the 2020 Census Bureau data along with the estimated project costs total (see Items C, D, and E above). All data are then used to determine the percentage of project costs for each of the three project categories: Software, Construction and Professional Services. The percentages in Table 3 were calculated by dividing each estimated project group cost by the total estimated project costs.

TABLE 3: Project Category Percentages and Associated NAICS Codes (FY 2024 - FY 2026)

NAICS Code/Activity	Project	Amount	% of Total (Weight)
423110 Automobile and Other Motor Vehicle Merchant Wholesalers 423120 Motor Vehicle Supplies and New Parts Merchant Wholesalers 423420 Office Equipment Merchant Wholesalers 423430 Computer and computer Peripheral Equipment and Software Merchant Wholesalers 423490 Other Professional Equipment and Supplies Merchant Wholesalers 423690 Other Electronic Parts and Equipment Merchant Wholesalers 449210 Electronics and Appliance Retailers 485113 Bus and Other Motor Vehicle Transit Systems 485999 All Other Transit and Ground Passenger Transportation 541511 Custom Computer Programming Services 518210 Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services 541512 Computer Systems Design Services 541513 Computer Facilities Management Services 541519 Other Computer Related Services	Software, Support Vehicles & Security	\$15,638,265	15%
236220 Commercial and Institutional Building Construction 237310 Highway, Street and Bridge Construction 237990 Other Heavy and Civil Engineering Construction 238210 Electrical Contractors and Other Wiring Installation Contractors	Construction, Replacements, Rehabs & Renovations	\$22,217,000	21%
488490 Other Support Activities for Road Transportation 541611 Administrative Management and General Management Consulting Services 541614 Process, Physical Distribution and Logistics Consulting Services 561730 Landscaping Services 561790 Other Services to Buildings and Dwellings	Professional Services, Planning Studies & Maintenance/ Repairs	\$65,856,455	63%
Project Total		\$103,711,720	

The number of DBEs is then divided by the number of all businesses to determine the base figures for the relative availability of DBEs in the market. The resulting figures are shown in Table 4.

TABLE 4: DBEs by Project Type (FY 2024 – FY 2026)

Project Category	DBEs Firms	All Businesses	DBE Businesses Relative Availability (Base Figure)	Weight Total Availability
Software	118	8,349	0.0141	15%
Construction	137	12,519	0.0109	21%
Professional Services	291	23,484	0.0124	63%
TOTAL	546	44,352	0.0374	100%

SOURCES:

1. 2020 U. S. Census
2. GDOT/MARTA Unified Certification Program DBE Directory

Adding the DBE base figures for each project category results in an 4% overall FY 24-26 base figure.

II. Adjustments to the DBE Base Figure

The base figure is then weighted to attain the most accurate representation of the available DBEs in each category. The weighted base figure is calculated by multiplying the DBE ratios by their corresponding weights, summing the results for each category, and taking its percentage. The following computation establishes the Weighted Base Figure:

Software	$0.15(0.0141) = 0.002115$
Construction	$0.21(0.0109) = 0.002289$
Professional Services	$0.63(0.0124) = 0.007812$

$$0.002115 + 0.002289 + 0.007812 = 0.012216 \text{ or } 1\% \text{ Weighted Base Figure}$$

III. Process Adjustments

After establishing the weighted base figure of DBE availability at 1%, other evidence available in Cobb DOT's jurisdiction was examined to determine what adjustment, if any, was needed to the base figure in order to establish an overall goal.

TABLE 5: DBEs Participation based on FTA Semi-Annual Uniform Reports

Report Period	Approved DBE Goal	Historical Participation
FY 2020	7%	21%
FY 2021	7%	14%
FY 2022	7%	34%

Adjustments to the base figure must be based on demonstrable evidence that is logically and directly related to the effects of past discrimination or the effects of an ongoing DBE program. Because of the past success in exceeding previous DBE goals through race neutral means, no adjustment to the base figure seems necessary. However, due to the historic Bipartisan Infrastructure Investment and Jobs Act (Public Law 117-58), reducing the DBE participation goal would conflict with the current federal economic investment efforts. As a result, the Cobb DOT DBE goal for FY 2024 – FY 2026 for will remain at 7%.

IV. Consultation

In accordance with 49 CFR Part 26.45, consultations were held with various agencies to gather the following:

“(ii) Evidence from disparity studies conducted anywhere within your jurisdiction, to the extent it is not already accounted for in your base figure...”

“(iii) Data on employment, self-employment, education, training and union apprenticeship programs to the extent you can relate it to the opportunities for DBEs to perform in your program” (26.24, d.)

There are no local disparity studies or similar documents that can be used to adjust the DBE Base Figure.

A disparity study was conducted for the Georgia Department of Transportation (GDOT) and the findings were released August 2016. The study demonstrated that there exists disparity between the availability of minority – and women-owned firms and DBEs to perform GDOT-funded work, and the utilization of said firms. Because the study does not focus on FTA contracts the disparity study data will not be used to make adjustment to the base figure.

No local entities have conducted disparity studies or have data available for Cobb County, and none had any data available noting disparities regarding DBEs’ access to bonding, capital, insurance, etc.

There are several programs available to assist DBEs in their contracting efforts. The Georgia Department of Economic Development – Small Business Development Center (<https://www.georgia.org/small-business>) has resources available for DBEs, including certification information, Federal grants and contracting opportunities and loan information for small and DBE coordinators throughout the state of Georgia.

Kennesaw State University’s Small Business Development Center office in Cobb County offers free, one-on-one consulting services to assist DBE firms in the following areas: writing business plans; conforming to federal government regulations; bidding on federal, state and local contracts; find capital, etc. The agency does not conduct disparity studies but does provide resources to assist DBEs in obtaining a greater opportunity to participate in federal contacts.

Resources: Cobb DOT Disadvantaged Business Enterprise Program Methodology (FY 2024 – FY 2026)

A. Resource Documents:

1. 2020 U.S. Census
2. GDOT/MARTA Unified DBE Directory
3. NAICS 2022 County Business Patterns
4. Metropolitan Atlanta Chamber of Commerce

B. Person, and/or Agencies Consulted with:

1. Federal Transit Administration (FTA)
2. Cobb County DBE Liaison Officer
3. Cobb County DOT Transit Division
4. Cobb County DOT Planning Division

V. Breakout of Estimated Race-Conscious/Race-Neutral Participation

Cobb DOT anticipates that FY 2024 – FY 2026 will hold similar contracting opportunities. Cobb DOT will meet its overall goal by using race neutral means of facilitating DBE participation.

For reporting purposes, race-neutral DBE participation includes, but is not necessarily limited to, the following: DBE participation through a prime contract a DBE obtains through customary competitive procurement procedures; DBE participation through a subcontract on a prime contract that does not carry a DBE goal; DBE participation on a prime contract exceeding a contract goal; and DBE participation through a subcontract from a prime contractor that does not consider a firm's DBE status in making the award.

Cobb DOT will meet the maximum feasible portion of its overall goal by using race-neutral means of facilitation DBE participation. Cobb DOT will use a combination of the following race-neutral means to increase DBE participation:

Hosting pre-bid meetings to allow large and small businesses the opportunity to connect for contracting/subcontracting opportunities. Arranging solicitations, times for meetings, specifications, and delivery schedules in ways that facilitate DBE participation. (e.g. unbundling large contracts to make them more accessible to DBEs, encouraging prime contractors to subcontract portions of work that they might otherwise perform)

Disseminating information communications on contracting procedures and specific contract opportunities (e.g., ensuring the inclusion of DBE businesses on recipient mailing lists for bidders, providing a link to the GDOT UCP directory to bidders on prime contracts as a resource for locating potential subcontractors)

100% of Cobb DOT goal will be achieved through race-neutral and 0% through race-conscious.

VI. Public Participation

Federal regulations 49 CFR 26.45 states:

(g) In establishing an overall goal, you must provide for public participation. This public participation must include:

(1) Consultation with minority, women's and general contractor groups, community organizations, and other officials or organizations which could be expected to have information concerning the availability of disadvantaged and non-disadvantaged businesses, the effects of discrimination on opportunities for DBEs, and your efforts to establish a level playing field for the participation of DBEs.

In an effort to facilitate DBE interest and to meet the federal public participation requirements, Cobb DOT held a public outreach meeting on May 3, 2023 and invited the following firms/agencies/companies to hear an update on the DBE goal methodology. The invitees included the following:

1. Asian-American Chamber of Commerce of GA, Inc.
2. Atlanta Business League
3. Atlanta Black Chamber
4. Citizens Trust Bank
5. Georgia Department of Administrative Services
6. Georgia African-American Chamber of Commerce
7. Georgia Highway Contractors Association
8. Georgia Hispanic Chamber of Commerce
9. Georgia-Indo American Chamber of Commerce
10. Georgia Minority Supplier Development Council, Inc.
11. Korean-American Chamber of Commerce of GA
12. Minority Business Development Agency
13. National Association of Minority Contractors
14. National Black MBA Association
15. Small Business Administration
16. Georgia Black Constructors Association
17. Asian Women in Business
18. National Coalition of 100 Black Women, Northwest Georgia Chapter, Inc
19. The United States Pan Asian American Chamber of Commerce – Southeast Region Chapter, Inc.
20. Women's Entrepreneurial Opportunity Project
21. National Contract Management Association
22. Cobb Chamber of Commerce

Cobb DOT invites all DBEs to participate in pre-bid meetings to provide an opportunity for Primes & Small Businesses to network.

VII. Contract Goal

Cobb DOT will use a contact goal on all contracts that have subcontracting opportunity. Establishing an overall goal on all contracts with subcontracting opportunity will cumulatively result in meeting Cobb DOT's overall goal of 7%.

Federal Grantee ID Number and Contact Information

Cobb County Department of Transportation

Grantee ID# 2874

Main Office
1890 County Services Pkwy
Marietta, GA 30008

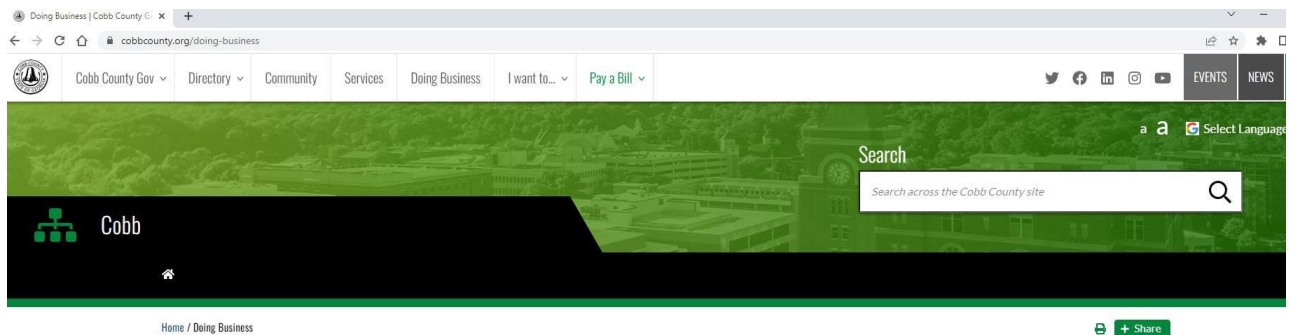
Transit Division
463 Commerce Park Dr, Ste 112
Marietta, GA 30060

Grantee Contacts

Stefanie Taylor Contract Compliance Manager & DBE Liaison	(770) 528-3661
Michael Francis Transportation Division Manager	(770) 528-3692
Jonathan Yee Program Management Deputy Director	(770) 528-1684
Theo Letman Transit Division Manager	(770) 528-1614
Karl Von Hagel Intermodal Services Deputy Director	(770) 528-8176
Drew Raessler Agency Director	(770) 528-1635

Public Participation

A DBE public outreach webinar to share the methodology behind the proposed FY2024, FY2025 and FY 2026 DBE goal was held on Wednesday, May 3, 2023. A flyer was created to advertise event and registration information on Cobb County DOT's Facebook page. Event and registration information was also posted on the Cobb County Doing Business webpage and the Cobb County DOT website.



Seventy-seven (77) people registered for the webinar and thirty-eight (38) people attended. Attendees were asked to submit questions during the webinar via the platform's chat feature. The following two questions were submitted:

Q1. Is Cobb DOT going to share the PowerPoint slides?

A1. Yes, the PowerPoint slides will be posted on the Cobb County Doing Business webpage, www.cobbcounty.org/doing-business.

Q2. Does Cobb County DOT track the demographics of DBE firms that are awarded contracts?

A2. Cobb DOT is not a self-certifying agency. DBE certification of contracting firms is verified through the Georgia Department of Transportation Unified Certification Program directory. As a result, Cobb DOT does not track the specific demographics of awarded DBE firms beyond the firm's DBE certification status.

After the webinar, all registrants were invited to review the PowerPoint presentation and submit questions via email. The following question was received resulting in a total of three questions from event participants:

Q3. Regarding the slide titled, "Determination of the DBE Base Figure," what/where are the Proposed Project Cost figure and the Total Proposed Project Cost figure that result in the Weight Total percentage (e.g., 15%, 21%, and 63%), or are those numbers not included in the PPT?

A3. The project details are not in the presentation. The forecasted projects and estimates have been posted to the Cobb County Doing Business webpage, www.cobbcounty.org/doing-business.

Breakdown of Estimated Race/Gender-Neutral and Race/Gender-Conscious Split

Based on the department's past success in meeting its DBE goals, Cobb DOT anticipates achieving 100% of the FY2024, FY2025, and FY2026 DBE goal through race-neutral means and 0% through race-conscious means. For reporting purposes, race-neutral DBE participation includes, but is not limited to, the following:

- DBE participation as a prime on contracts awarded through customary competitive procurement procedures.
- DBE participation as a subcontractor on contracts awarded to prime contractors through customary competitive procurement procedures.
- DBE participation through subcontracting on contracts that do not carry a race-conscious DBE goal.
- DBE participation on prime contracts exceeding an assigned race-conscious DBE goal.

Cobb DOT will meet the maximum feasible portion of its overall DBE goal by using race-neutral means of facilitating DBE participation. Cobb DOT will use a combination of the following race-neutral means to increase DBE participation:

- Allowing time for networking between primes and potential subcontractors at pre-bid meetings
- Arranging solicitations, meeting times, specifications, and delivery schedules to facilitate small business participation
- Participating in government and private sector networking events
- Sharing information on contracting, networking, and educational opportunities
- Meeting with small business representatives to receive information about the goods and/or services offered; receive input on how to better serve the small business community; and explain the Cobb DOT procurement process.